

## SR1 New retail development within or on the edge of existing defined shopping centres

Applications for new retail development within the built-up area and within or on the edge of an existing defined shopping centre\* will be permitted where the proposal:

- a. itself, or cumulatively with other or proposed retail developments, will not cause detriment to the vitality or viability of existing established shopping centres and parades in Brighton & Hove;
- b. is well located with convenient, attractive and safe pedestrian linkages to existing shopping frontages;
- c. is genuinely accessible by a choice of means of transport that enables convenient access for a maximum number of customers and staff by means other than the car;
- d. will not result in highway danger, unacceptable traffic congestion or environmental disturbance;
- e. provides adequate attendant space and facilities for servicing and deliveries;
- f. provides facilities for parent and child, the elderly and people with disabilities; and
- g. provides facilities for the recycling of waste packaging generated by the proposal and complies with relevant policies in the Waste Local Plan.

**In addition, applications for new retail development on the edge of existing established shopping centres will be required to demonstrate, firstly, that there is a need for the development and, secondly, that no suitable site can be identified within the existing centre. The development should also be appropriate in scale with the centre, whether regional, town, district or local, to which it is intended to serve.**

\*(For defined shopping centres, see the definitions in the Local Plan for the regional, town, district and local centres in Policies SR4, SR5 and SR6.)

- 6.7 The purpose of the policy is to ensure that new retail development supports and enhances existing shopping centres. Town centres and to a lesser extent, district and local centres, provide a range of services and facilities as well as shops. This enables different needs to be met in a single trip and offers greater accessibility by a choice of means of transport. Shopping activity often underpins the wider service role of existing centres and helps provide a focal point for the local community. For these reasons, existing centres provide for a more sustainable pattern of retail activity. It is this rationale that underlies the government's plan-led and sequential approach to new retail development whereby sites in town or other centres are preferred, followed by edge of centre sites and only then, other sites which are well served by a choice of means of transport. Policy SR1 therefore accords with government policy (PPS6 'Planning for Town Centres' and PPG13 'Transport')

- 6.8 The 'Drivers Jonas Brighton & Hove Retail Study' (1999) demonstrated that, during the Plan period, there is capacity for further non-food (comparison<sup>1</sup> goods) retail floorspace in Brighton & Hove's shopping centres. The Study found no capacity for further foodstore (convenience<sup>2</sup> goods) floorspace until 2011. However, there may still be a need to improve the quality and range of provision either overall or spatially of food shopping which could improve the attractiveness of existing centres, provided that new developments are located either within, or on the edge of centres with good linkages to them. It is essential that any new retail floorspace strengthens the centre as a whole, and that a new unit does not effectively operate as a self contained out of centre store.
- 6.9 There was strong support from a focus group on 'Retail and Town Centres' and from respondents to the Local Plan consultation leaflet for protecting and enhancing the role of existing retail centres.
- 6.10 The policy will be implemented by seeking planning obligations in order to meet the criteria linking it with other town centre initiatives where appropriate. Development proposals should also conform to other retail policies in this Plan.

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<sup>1</sup> 'Comparison Goods' includes non-food purchased goods, including clothing and footwear, DIY and household goods, electrical goods, pharmaceutical products, etc.

<sup>2</sup> 'Convenience Goods' includes food and drink and other day-to-day purchases such as tobacco, newspapers and magazines, and cleaning materials.

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